

ABSTRACT

There is a form of interesting things in the use of celebrity endorser that used by a company in terms of business competition in the delivery of information by means of forms of media, broadcast on television advertising aimed at attracting the (potential) consumers in terms of buying interest. In the face of competition, the Advan decided to use a celebrity endorser is Sherina Munaf. Sherina presence as an endorser is expected to give better effect to the products that are born by Advan.

According to Terrence Shimp (2003: 456), the advertisers are proud to use celebrities in advertising because celebrities have popular attributes, often the desired decoy for brands that are supported. Buying interest is the motive of the customer to adopt new products and develop loyalty to them they must be aware of the existence of such products and motivated to buy it (Walker & Larreche: 2000: 146).

To answer the problem in this study researchers used a simple linear regression analysis techniques, simple linear regression analysis was used to predict the influence of the independent variables on the dependent variable.

Consumer perceptions of Celebrity Endorser Sherina Munaf, entered into with the percentage of 70.94%, and customer response results in a variable interest in buying the percentage of 69.56%. Celebrity endorser on consumer buying interest has a strong level of influence with the coefficient of determination 39.4%.

Variable Celebrity endorser and buying interest is included in both categories and has a strong influence.

Keywords: Celebrity Endorser, Consumer Purchase Intention, Simple linear regression